

DIGITAL MEDIA

O U T L O O K

A TECHNOLOGIC CONFERENCE

**SEPTEMBER
12 AND 13, 1994
SAN FRANCISCO**

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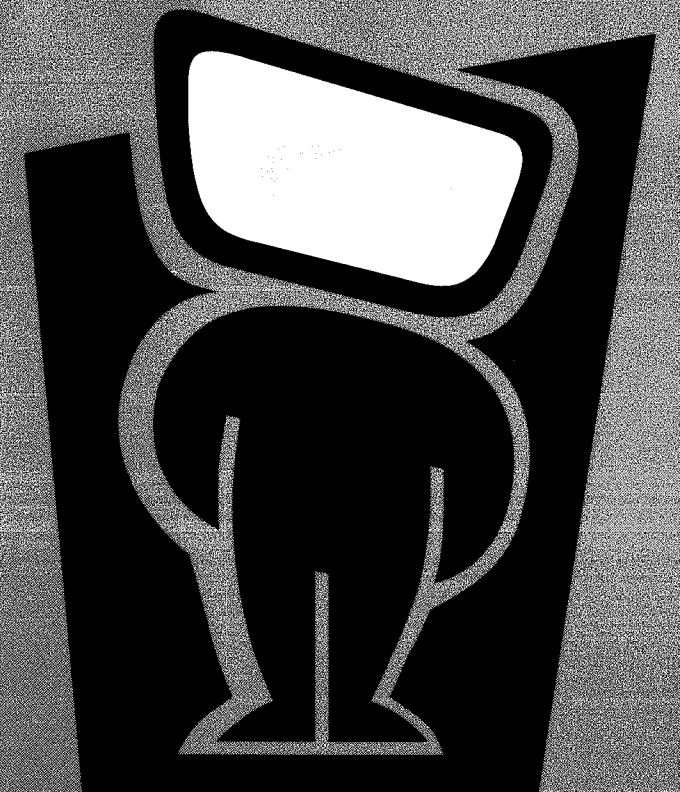
**DIGITAL
MEDIA
OUTLOOK**
A TECHNOLOGIC CONFERENCE
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What's hype? What's real?

- What's going on with digital convergence? Last year it was the next big thing. Now the mega-deals are falling apart. Has someone called off the digital revolution?
- Will it be years before the digital highway is built, or can we travel it already on the Internet?
- Which is the real market, the information systems for companies or consumers?
- Is the FCC really to blame for the failure of the telephone and cable mergers?
- When digital media finally arrives in our dens and living rooms, will it be on a computer or on a television set?
- Which are the best servers for video on demand?

For answers to these and other timely questions, we invite you to join us for Digital Media Outlook, the second annual Technologic conference on the future of new information delivery systems. As the television age becomes the age of digital media, computer

The largest markets

technology is reshaping our communications, our business, and our lives. Over the last decade, the microelectronics revolution has given rise to the multibillion-dollar personal computer industry. In the decade ahead, microelectronics and advances in lasers, optical fibers, data compression, and satellite communications will create even larger markets — a true digital technology for the rest of us.

But who will the winners be? The computer companies, the media companies, new companies, or partnerships of all three? Which technologies will flourish, and at what pace? At Digital Media Outlook, you'll get the answers directly from the industry in computers, software, broadcasting, publishing, and education.

During the next few years, computer technology will transform three of our most important cultural institutions — our schools, our mass media, and our entertainment industry. Content needs will influence the technology choices and opportunities, just as the enabling technologies will change the nature of teaching and programming. That's why Digital Media Outlook is bringing together top executives from the traditional media as well as the computer and software industries.

This is not a multimedia conference; our focus is business for its own sake. As worlds converge, where are the opportunities for those who make computers, software, semiconductors, or communications systems, and for those who operate television networks, publish books or records, or produce films? At Digital Media Outlook, we'll examine the market realities and lay out the competitive issues that determine winners and losers in this emerging and often confusing industry.

If it's your job to follow new technologies in computing as the industry moves beyond the desktop, or if you monitor the future of broadcasting or publishing, this is the conference for you.

The program will be held at the San Francisco Airport Marriott in Burlingame, California. The conference fee is \$1,295 through Friday, July 22. After that date, the conference fee will be \$1,495. The fee includes all conference activities and meals. Cancellations will be assessed a \$100 service fee through Friday, August 26. After that date, no refunds will be made. With prior notice, substitutions within a company may be arranged.

A block of rooms has been reserved from September 11 through 13 at the San Francisco Airport Marriott, 1800 Old Bayshore Road, in Burlingame, California, less than ten minutes from the airport. To reserve a room, please call the hotel directly at 415-692-9100 and ask for a room from the "Technologic block." The room block will be held through Monday, August 22. Thereafter, rooms will be on a space-available basis.

For more information, as well as the latest additions to the program, telephone the Conference Coordinator at Technologic Partners in New York at 212-696-9330.



Join us at
Digital Media Outlook
September 12 & 13, 1994
San Francisco
Airport Marriott

☐ Enclosed is my special "Early Registration" payment for \$1,295. Save \$200 through July 22. After that date, the fee will be \$1,495.

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Make checks payable to "Technologic Partners." Cancellations will
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